

Santa's Here!

AT PENNEY'S . . .



SHOP EARLY

Gifts for Home Lovers . . .

Luxurious
Chenille Bedspreads
4.98

A very special gift. Thickly tufted with "regular" or "baby" chenille! Handsome designs and colors!
Chenille Crib Bedspreads
1.19



Plumply Filled
DOWN COMFORTERS
Covered with rich rayon taffeta, stitched in smart scroll design. Boxed! Cut size 72"x84".
10.90

PLUMP DOWN and FEATHER Pillows
3.98 each



Say Merry Christmas with a useful practical gift. Beautiful pillows covered with rich rayon satin, filled with 20% down and 80% feathers for "just right" buoyancy and plumpness.
In soft pastel colors. Beautifully gift boxed. Size 20"x26".

SOMETHING NICE FOR BABY
FLUFFY CRIB BLANKETS

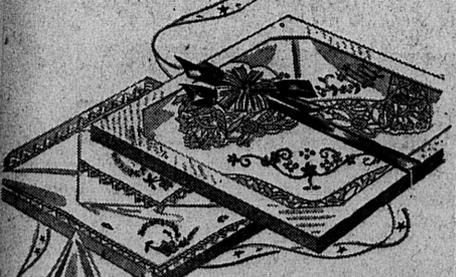


1.00

Soft napped cotton in cute nursery designs or solid pink, blue or white.
Luxuriously bound with rayon satin. Size 36"x50".



The Always-Welcome Gift
HANDKERCHIEFS



Her favorite sheer linens in white or pretty colors. With lace, embroidery.
Box of 3
49c

Gift-Boxed
FINE LAWN HANKIES
In white or soft pastels with nice embroidery.
Box of 3
25c

Hand **EMBROIDERED LINENS**
Lovely hand-made hankies with embroidery, apokings, each
29c

ECONOMY PRICED COTTONS
New patriotic prints, gay florals, and conservative whites. Each
5c

Men's Fine Quality HANDKERCHIEFS
Gay sporty or conservative styles in cotton or linen.
Box of 2
49c

GIFT BOXED HANKIES FOR MEN
White cotton with white borders, or gay plaids.
Box of 2
25c

BUDGET-PRICED GIFT HANKIES
Novelty colored borders or conservative all white cottons. Each
9c

YES SIR, HE'S HERE . . . Even though it's only November Santa is here, and the Christmas season is on—in full swing. Right now is the time for you to plan and do your Christmas shopping, to avoid getting shoved and jostled by crowds, to insure your getting your choice from full, complete stocks and to secure the biggest bargains. It's the smart thing to do—so shop early!

SANTA IS KING . . . Our one great floor is overflowing with things emblematic of his reign. There are gifts for every member of the family, for each of your friends, regardless of age, sex, hobby or occupation. Clothes and accessories for women, clothes and accessories for men, for boys and girls, toys, objects d'art, and a thousand thousand other things to make Christmas a brighter, gay, merrier season. Come in today, and start your Christmas shopping now.

SHIRTS and TIES

TO SUIT EVERY MAN'S TASTE
FAMOUS TOWNCRAFT* SHIRTS

- Fast Color Patterns!
- Sanforized* Fabrics

1.65



A grand gift for any man! Dark ground stripes—colorful stripes on white—conservative all-whites—an assortment to "go" anywhere. Smooth Sanforized broadcloth, expertly tailored to meet Towncraft's high quality standards! Here's the finest shirt value for Christmas! Give him several!

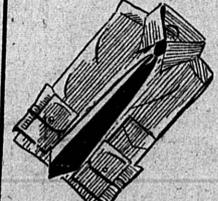
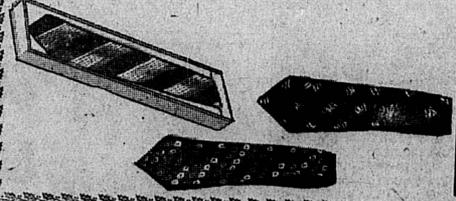
SMART TOWNCRAFT* TIES

To Match His Gift Shirt

98c

Finest available fabrics—carefully chosen for richness in color, newness in pattern! You can be assured of their smartness and good taste!

Popular Priced Ties for Christmas Giving **49c**



Thrift Priced!
TOPFLIGHT SHIRTS
1.19

Style and quality for an easy-to-pay price! Sharp, clear, fast color stripes—all-whites—color stripes—all-whites—stylish patterns. Nu-craft collars. Sanforized* broadcloth to insure a lasting and comfortable fit. Choose today!
* Fabric shrinkage will not exceed 1%.

TOWNCRAFT* LUGGAGE

THE GIFT THAT LASTS!

Women's Fitted
TRAVEL CASE **4.98**

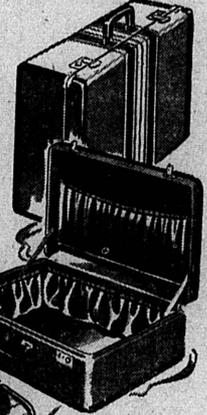
Casual smart—to go with her travel togs! Attractive two-tone fittings in the lid.

Smart for Overnight Trips!
MAKE-UP CASE **2.49**

Handsome simulated alligator grain makes a stunning case! Complete with fittings!

Expensive-Looking Bound
WEEK-END CASE **1.98**

Sturdy woven stripe, covering with trim bound edges. Two handy inside pockets, 21". Other cases from 98c up!



Leather Bound!
CASE
4.98

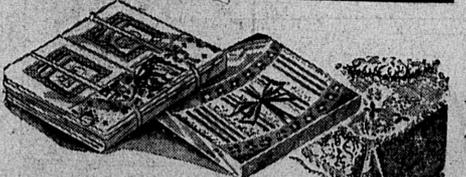
The luxurious details will give her a big thrill!

Select **EARLY!** PAY ON THE **CHRISTMAS CLUB PLAN**

Men's Cowhide
GLADSTONE
5.90

A real man's bag with all the important essentials he needs. Of split leather.
* Reg. U.S. Pat. Off.

BEAUTIFUL! USEFUL!
BATH TOWEL SETS **79c**



Our famous Nation-wide* quality for dependable wear! Gift-wrapped. Embroidered Pillow Cases, pr. 98c

LACE TABLE CLOTHS **1.98**

Graceful scalloped edges with dainty picot trim. Boxed—ready for giving!

GAY PRINTED CLOTHS **98c**

Washable clear bright colors on cream. *Reg. U.S. Pat. Off.

PAIRED PICTURES 49c
BOUDOIR LAMPS 98c
SEWING WARE 98c
SEWING CABINETS 98c

SHOP PENNEY'S FOR TOYS

We have them for all Boys and Girls from 1 to 101

USE PENNEY'S XMAS CLUB PLAN

Select your Christmas needs now! Make your initial deposit, then pay every two weeks, you won't miss the small payments, but you will have your articles paid for in full by Christmas.

ASK OUR SALES PEOPLE! THEY'LL EXPLAIN!!



You'll be Proud to Present These
GLOVES
From Penney's
98c

Styles and colors to please the most particular woman . . . and she'll never guess the price!
Smartly cut fabrics that fit as smoothly as leather! Leather backed, half-and-half gloves with rayon palms! Intriguing cuff and gauntlet styles with an expensive look. A correct gift.



For That Really **IMPORTANT** GIFT . . . Choose a **HANDBAG**
From Penney's
1.98

Here's your chance to play Santa with a gift you know is right!
Graceful designs and the smartest of materials have been chosen for these bags! Smooth capeskin, rich suede and rayon, or shimmering rayon faille!
Black and winter colors!



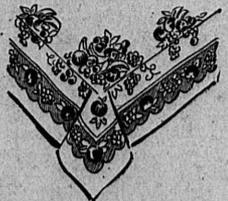
HERE'S THE IDEAL GIFT FOR HIM!
Give Him Foot Comfort!
Men's LINED SLIPPER
1.19

He'll sigh with happiness every time his feet slip . . . to these soothing felt lined overalls!
Of comfortable glove leather with soft split leather cushion heel and sole!
In serviceable brown or black!



Famous for Quality!
GENTRY PAJAMAS
1.65

• Bright New Patterns!
• Fast Color Broadcloth!
• Coat or Slipover models!
A grand gift in every way!
Fine quality broadcloth, well tailored and full cut—they are comfortable!
Drawstring or elastic waistband—whichever you prefer!



Delight A Housewife!
EMBROIDERED PILLOW CASES
98c

Gay Gifts . . . And Very Practical!
PRINTED LUNCH CLOTHS
98c

• You'll want some yourself, too.
Fun to give and fun to use—they're so colorful and cheery! Fruit, floral and happy farmer designs hand printed in fast colors on sturdy cream color cotton.
Neatly hemmed—52" square.

Whether she's mistress of a mansion or a cottage, she probably has a weakness for dainty cases. Surprise her with "Mr. and Mrs." or "His and Hers" exquisitely embroidered on all white hem-stitched cases . . . or choose dainty floral sprays on hemstitched cases with smart colored or white borders.
Nicely gift boxed and very modestly priced at Penney's.

PENNEY'S

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